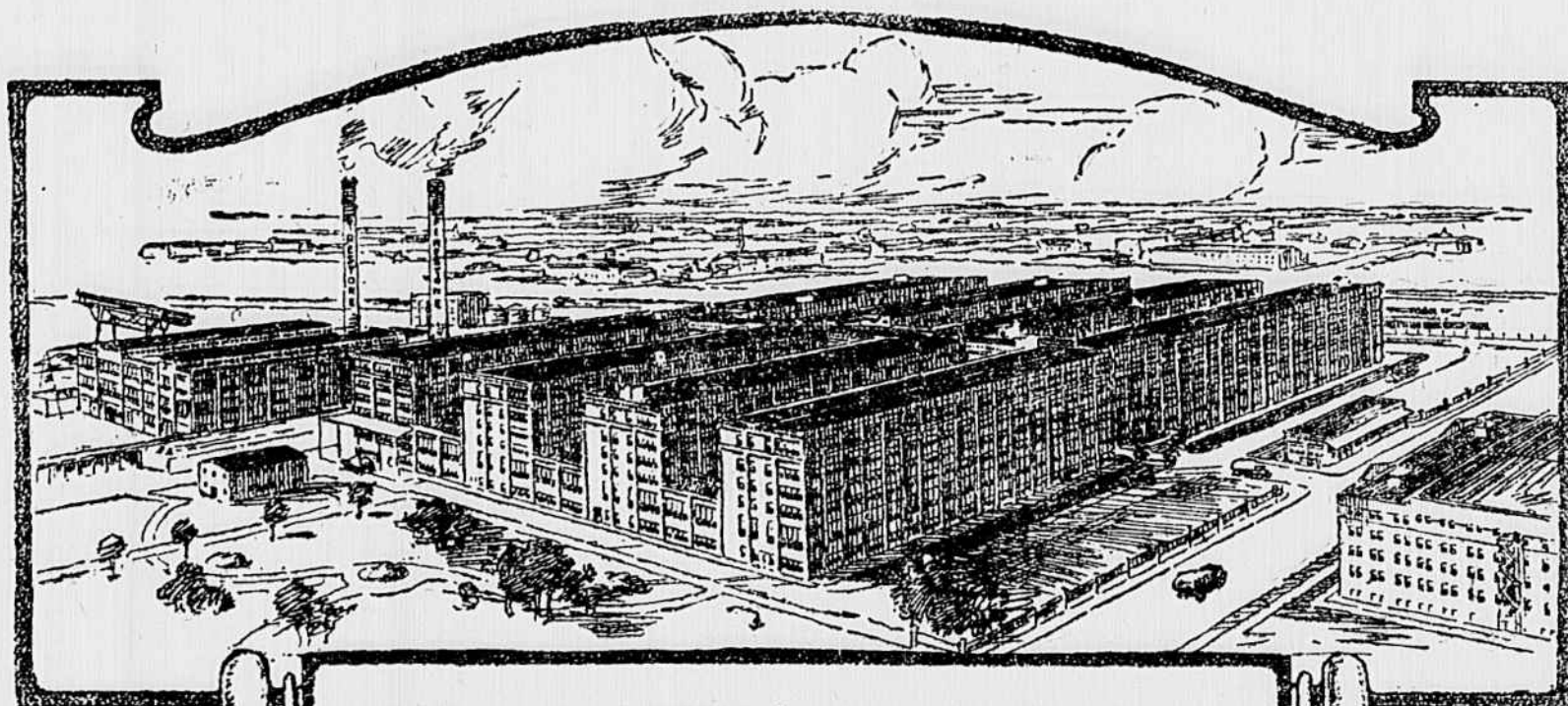


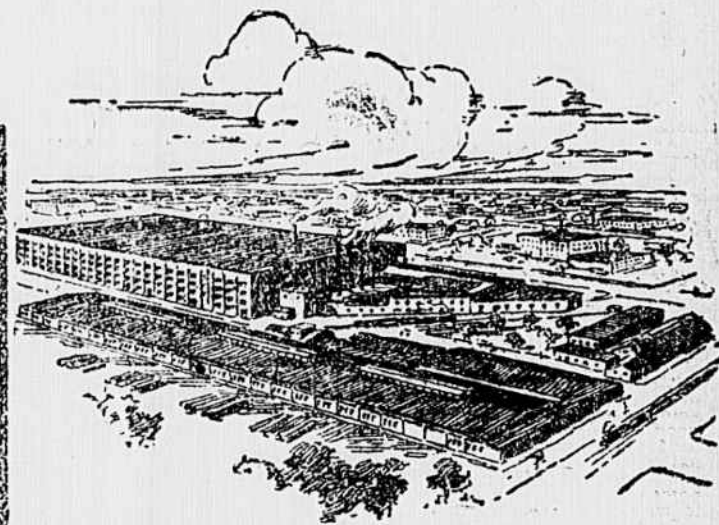
# Why Firestone is Giving Extra Value in Tires



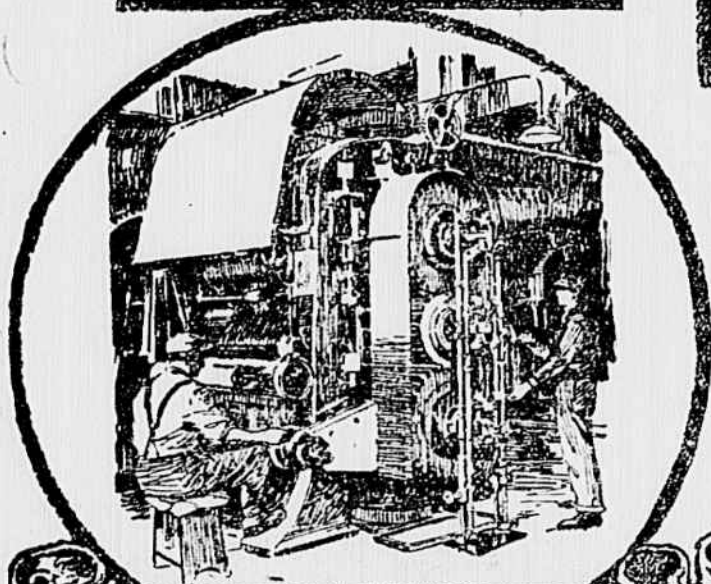
**SINGAPORE HEADQUARTERS**—Firestone saves car owners \$1,000,000 a year by having an organization in Singapore getting first choice of rubber at low cost and shipping direct.



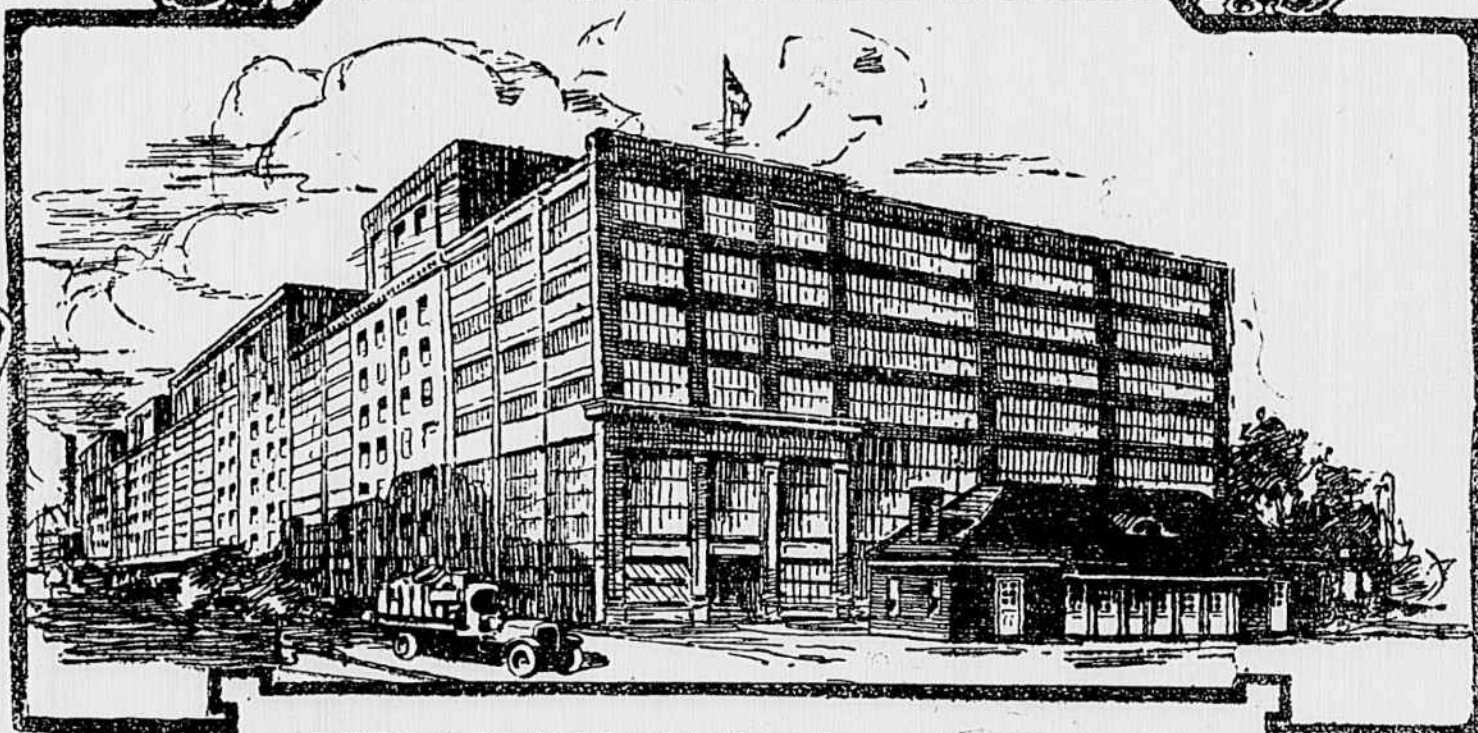
**PLANT No. 1**—Capacity 20,000 tires a day—concentrated on large tires, cords and truck tires. Manufacturers study it, technical colleges use it, as an example of efficiency in manufacture and organization.



**THE FIRESTONE RIM PLANT**—Devoted exclusively to Firestone Rims. Vast as is its present capacity it is inadequate to supply the demand for Firestone Rims. Ground is broken for a steel plant double this capacity.



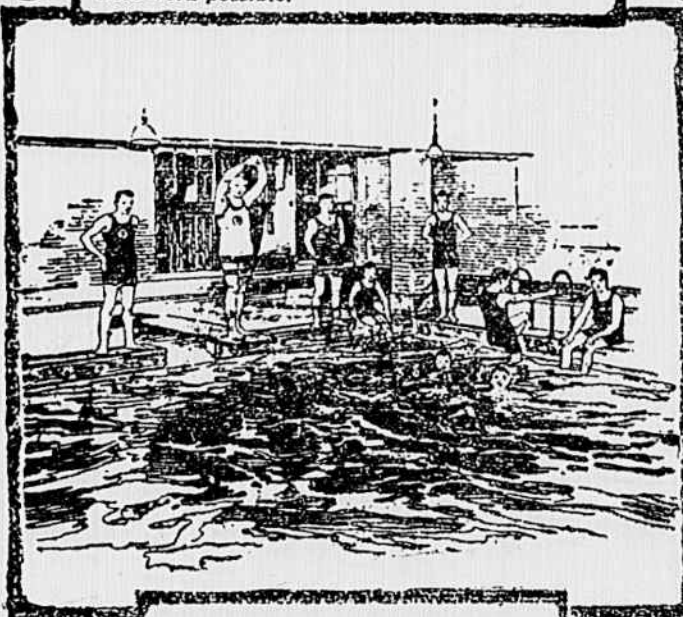
**90% OF FIRESTONE WORKERS ARE STOCK-HOLDERS** in the Company. They have a financial interest in every Firestone customer. Better tires mean more customers. You get the benefit of the best work possible.



**PLANT No. 2**—Devoted exclusively to 3 1/2-inch tires—capacity 16,000 a day. This new plant with Plant No. 1 gives Firestone largest tire capacity in America. Builds the most nearly perfect 3 1/2-inch tire constructed and saves from 10% to 30% on every factory operation.



**FIRESTONE PARK**—A beautiful, practical home community. Firestone men own their own homes. They put more into their work because they are getting more out of it. You benefit in extra miles per dollar.

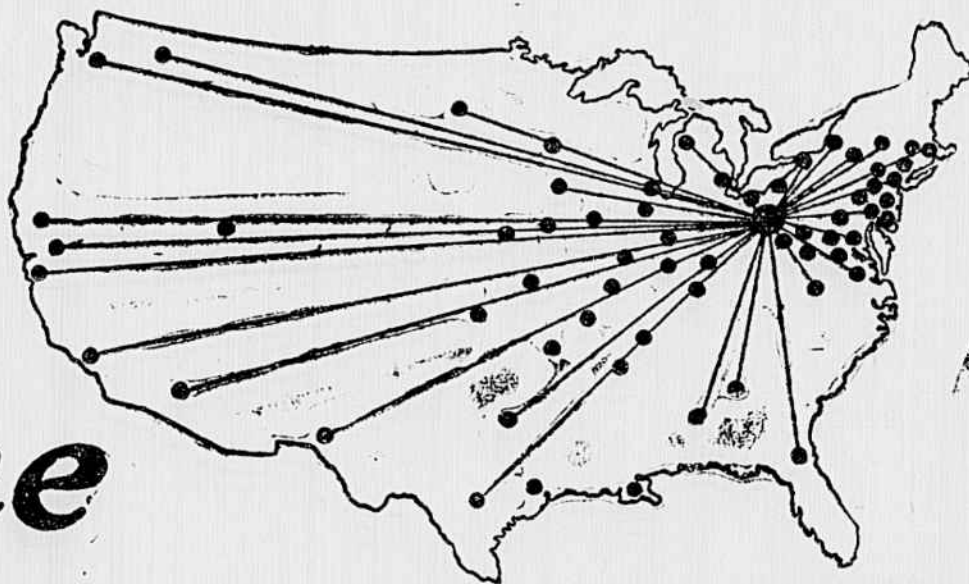


**FIRESTONE CLUBHOUSE**—Another step in the Firestone building of an organization that can do things better than others. Firestone advantages attract and hold the best men.



**FIRESTONE PARK BANK**—Firestone makes saving easy and alluring. And Firestone has established a Free Insurance Fund. Men with assured futures work better. You benefit in extra mileage.

**BRANCH HOUSES** in 63 leading cities serving 42,000 Firestone dealers, and wide distribution economically handled, is another reason for extra value in Firestone Tires.



**FABRIC MILL**—To insure the best without having to add a premium to price of tires and to get uniform quality and supply, Firestone invested in this mill. You benefit in long mileage tires at low price.



*This is the*  
**Firestone**  
*Year*